

RUBY RED RESOURCES EXPANDS EXPLORATION PLANS FOR SOUTHEASTERN B.C.

TSX VENTURE: RRX

FOR IMMEDIATE RELEASE

Calgary, Alberta – January 16, 2007 – Ruby Red Resources Inc. ("Ruby Red" or the "Company"), the mining exploration company formed upon the arm's length amalgamation of Ruby Red Resources Inc. (pre-amalgamation) and Stonecliffe Capital Inc. which was completed on December 19, 2006, today announced the Company's renewed commitment to exploration in the Fort Steele area of British Columbia, near Kimberley-Cranbrook.

"Ruby Red Resources is planning its program of exploration for gold and base metals," stated Greg Ewonus, President and CEO. "Last year was the year of our going public through our merger with Stonecliffe Capital Inc. Now it's time to get back to work, exploring for gold and base metals."

Experience where it counts

The directors and officers of Ruby Red Resources Inc. (pre-amalgamation) continue as the management and directors of Ruby Red. Greg Ewonus, President and CEO, who himself has 41 years experience in mining and geology, is backed by the following individuals:

- Gordon Turner, V.P. Exploration – a geologist with 29 years experience in northern Ontario, the Yukon, the Northwest Territories, southeastern B.C. and the Western Canadian Sedimentary Basin
- J. Dawn Ewonus, V.P. Administration – 20 years experience in energy, politics and environmental services
- Randy Tronsgard, V.P. Corporate Development – more than 25 years experience as an investment analyst and advisor plus seven years in investor relations
- Jim Scott, C.A., Director and CFO – a chartered accountant with more than 25 years experience providing accounting, auditing, tax and business advisory services
- Douglas Anderson, P.Eng., Director – an engineer with 35 years experience in the mining industry
- Kelly Kerr, Director – more than 20 years experience in financial, restructuring and management of private and public companies
- Adam Scott, Director – 10 years experience providing financial management to small and startup organizations

The broad experience of the Ruby Red board and its management team is supported by an experienced team including former Cominco geologists and established prospectors.

Property Potential

Since 2002, Ruby Red has acquired and explored several mineral properties in southeastern B.C. The Company greatly enhanced its property position and mineral potential by its acquisition of a large land position from Super Group Holdings Ltd. in 2005. The Company now has extensive claim holdings (approximately 98,590 hectares) with gold and base metal potential, all located within 35 kilometres of Cranbrook, British Columbia in the Purcell and Rocky mountain ranges.

National Instrument 43-101 compliant reports (authors Richard T. Walker, P. Geo. and Paul Ransom, P. Geo.) have been completed on Ruby Red's Eddy property and on the properties acquired from Super Group Holdings Ltd. Both reports recognize the potential of the respective properties and recommend additional exploration.

The Company is currently focusing exploration effort in the East Kootenay region of B.C. This is a metal-rich area within the province and has a rich and varied mining history. The Sullivan Mine, recognized as a sedimentary exhalative deposit (Sedex), was a world-class lead-zinc-silver producer for many decades. In addition to the Sullivan Mine, significant gold has been produced from three major placer sources within the area. Ruby Red's properties straddle the major structural intersection of a northeast trending structural deformation zone (Kinasewich Lineament or Vulcan Low) and a north-trending continent-scale structural break recognized as the Rocky Mountain Trench. The northeast structural zones have been the centre for Cretaceous age intrusions across the region. Previous work by others including Placer Dome (Barrick) and Cominco (Teck Cominco) and several junior exploration companies provided a base exploration information which, together with new data being collected by Ruby Red, defines both gold and base metal potential.

What the Future Holds

Work by Ruby Red and Super Group Holdings Ltd. has documented larger scale patterns for mineralization and new exploration models for the possible gold deposit types including structurally-hosted gold with similarities to Nevada gold deposits and intrusion-related gold as in the Tintina Gold Belt in the Yukon and Alaska. The 2007 program will also explore for lead-zinc-silver on several properties with potential for Sedex-style or Vein-style deposits.

Ruby Red will launch an expanded program for 2007 and intensify its search with diamond drilling on several properties. Details about exploration results from 2006 and the planned 2007 program will be forthcoming once compilation of all data has been completed.

For further information, please contact:

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The TSX Venture Exchange Inc. has neither approved nor disapproved the contents of this press release.

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